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TvB

TRENDS IN MEDIA

* AUDIENCE

* COSTS

* CPM'S

Prepared by the Research Department
Television Bureau of Advertising, Inc.
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TRENDS IN MEDIA
CONTENTS

Network Television Cost and CPM Trends: Page

Daytime (M-F).....2
Nighttime (M-S).....3
Early and Late Evening (M-F).....4

Spot Television Cost and CPM Trends:

Daytime (M-F) and Early Evening (M-S) 1970-1983.....5
Nighttime (M-F) and Late Evening (M-S) 1970-1983.....6
Daytime, Early Evening, Early News, and Access 1982-1985.....7
Nighttime, Late News, and Late Night 1982-1985.....8

Magazine Advertising Cost Analysis:.....9

Newspaper Trends:

Daily Circulation, Costs and CPM's.....10
Sunday Circulation, Costs and CPM's.....11
Daily Newspapers Per Household.....12
Sunday Newspapers Per Household.....13
Number of Daily and Sunday Newspapers.....14
Ratio of Advertising to Total Content.....15

NETWORK TELEVISION COST AND CPM TRENDS

Daytime (M-F):

	Average Program		
	Households Viewing Avg. Min.	Cost Per 30 Sec.	Cost Per 1000 Homes
1965	4,130,000	$ 2,400	$ .58
1966	4,080,000	3,000	.74
1967	4,280,000	3,500	.82
1968	4,750,000	3,800	.80
1969	4,820,000	3,700	.77
1970	4,880,000	4,000	.82
1971	5,040,000	3,600	.71
1972	5,220,000	3,700	.71
1973	5,260,000	4,300	.82
1974	5,180,000	4,500	.87
1975	5,550,000	5,200	.94
1976	5,180,000	5,800	1.12
1977	5,390,000	7,500	1.38
1978	5,400,000	7,900	1.45
1979	5,650,000	9,000	1.58
1980	5,530,000	10,000	1.81
1981	5,390,000	10,000	1.86
1982	5,330,000	10,500	1.97
1983	5,200,000	11,000	2.11
1984	5,600,000	12,500	2.22
1985	5,460,000	14,700	2.69
1986	5,430,000	14,000	2.57

Source: A.C. Nielsen
February each year

NETWORK TELEVISION COST AND CPM TRENDS

Nighttime (M-S):

	Average Program*		
	Households Viewing Avg. Min.	Cost Per 30 Sec.	Cost Per 1000 Homes
1965	9,968,000	$19,700	$1.98
1966	9,873,000	19,400	1.96
1967	10,007,000	20,400	2.04
1968	11,260,000	22,200	1.97
1969	11,040,000	22,800	2.07
1970	11,430,000	24,000	2.10
1971	12,000,000	21,700	1.81
1972	12,790,000	25,100	1.96
1973	12,600,000	28,900	2.29
1974	13,380,000	30,400	2.27
1975	13,500,000	32,200	2.39
1976	13,720,000	33,000	2.41
1977	14,380,000	42,300	2.94
1978	14,620,000	45,700	3.12
1979	14,910,000	58,100	3.89
1980	15,240,000	57,900	3.79
1981	14,720,000	60,700	4.12
1982	14,140,000	69,900	4.94
1983	15,150,000	81,300	5.36
1984**	14,530,000	107,500	7.39
1985	14,510,000	94,700	6.52
1986	14,460,000	98,500	6.81

Source: A.C. Nielsen
February each year

*Regular and Specials
**Includes Winter Olympic Programming

NETWORK TELEVISION COST AND CPM TRENDS

Early Evening News (M-F):

	Average Program		
	Households Viewing Avg. Min.	Cost Per 30 Sec.	Cost Per 1000 Homes
1975	9,790,000	$12,400	$1.27
1976	9,300,000	14,400	1.55
1977	10,140,000	19,200	1.88
1978	10,270,000	21,500	2.09
1979	10,610,000	25,900	2.43
1980	11,490,000	25,700	2.23
1981	11,250,000	27,000	2.39
1982	11,080,000	31,600	2.85
1983	11,260,000	33,300	2.95
1984	10,390,000	37,000	3.56
1985	10,870,000	42,800	3.94
1986	11,570,000	45,100	3.64

Late Evening (M-F):

	Average Program		
	Households Viewing Avg. Min.	Cost Per 30 Sec.	Cost Per 1000 Homes
1975	5,170,000	$ 8,300	$1.61
1976	4,850,000	9,000	1.86
1977	4,730,000	10,400	2.20
1978	4,910,000	8,800	1.79
1979	4,930,000	10,900	2.20
1980	4,420,000	11,900	2.70
1981	4,490,000	12,900	2.88
1982	4,450,000	13,100	2.94
1983	4,270,000	13,600	3.18
1984	4,570,000	14,800	3.24
1985	4,260,000	14,700	3.45
1986	4,310,000	15,700	3.64

Source: A.C. Nielsen
February each year

SPOT TELEVISION COST AND CPM TRENDS
TOP 100 MARKETS

Daytime (M-F):

	Households Reached	Cost 30 Sec. Top 100 Mkts.	Cost Per 1000 Homes
1970	3,281,000	$ 4,587	$1.40
1971	3,423,000	4,303	1.26
1972	3,603,000	4,596	1.28
1973	3,556,000	4,518	1.27
1974	3,556,000	4,517	1.27
1975	3,328,000	4,708	1.41
1976	3,485,000	5,733	1.65
1977	3,385,000	7,084	2.09
1978	3,637,000	7,175	1.97
1979	3,857,000	7,999	2.07
1980	3,887,000	8,496	2.19
1981	3,804,000	9,443	2.48
1982	3,657,000	10,536	2.88
1983	3,700,000	11,188	3.02
1984	NA*	NA*	NA*

Early Evening (M-S):

	Households Reached	Cost 30 Sec. Top 100 Mkts.	Cost Per 1000 Homes
1970	6,645,000	$10,958	$1.65
1971	6,967,000	10,113	1.45
1972	7,376,000	11,398	1.55
1973	7,587,000	11,378	1.50
1974	7,271,000	11,681	1.61
1975	7,373,000	12,179	1.65
1976	7,437,000	14,014	1.88
1977	7,422,000	17,163	2.31
1978	7,513,000	17,533	2.33
1979	7,558,000	19,574	2.59
1980	7,787,000	21,810	2.80
1981	7,362,000	22,653	3.08
1982	7,078,000	24,173	3.42
1983	6,980,000	25,248	3.62
1984	NA*	NA*	NA*

Source: TvB's Spot Television Planning Guide February each year
* See page 7 for new series

SPOT TELEVISION COST AND CPM TRENDS
TOP 100 MARKETS

Nighttime (M-S):

	Households Reached	Cost 30 Sec. Top 100 Mkts	Cost Per 1000 Homes
1970	8,734,000	$27,089	$3.10
1971	9,746,000	28,522	2.93
1972	9,875,000	29,242	2.96
1973	9,870,000	30,827	3.12
1974	10,765,000	34,511	3.21
1975	10,972,000	38,774	3.53
1976	10,883,000	46,064	4.23
1977	10,728,000	56,549	5.27
1978	11,310,000	62,518	5.53
1979	11,128,000	68,513	6.16
1980	11,720,000	77,148	6.58
1981	11,254,000	82,806	7.36
1982	11,005,000	87,729	7.97
1983	11,549,000	95,033	8.23
1984	NA*	NA*	NA*

Late Evening (M-S):

	Households Reached	Cost 30 Sec. Top 100 Mkts.	Cost Per 1000 Homes
1970	4,086,000	$ 8,838	$2.16
1971	3,944,000	7,069	1.79
1972	4,088,000	7,913	1.94
1973	4,288,000	8,119	1.89
1974	4,412,000	8,424	1.91
1975	4,088,000	9,009	2.20
1976	3,930,000	9,875	2.51
1977	3,891,000	12,532	3.22
1978	4,025,000	12,321	3.06
1979	3,714,000	13,314	3.58
1980	4,029,000	15,617	3.88
1981	3,721,000	16,457	4.42
1982	3,700,000	17,012	4.60
1983	3,679,000	17,198	4.67
1984	NA*	NA*	NA*

Source: TvB's Spot Television Planning Guide February each year.
*See page 8 for new series.

SPOT TELEVISION COST AND CPM TRENDS
Top 100 Markets/30-Second Commercial

	Households Per Rating Pt.	Cost Per HH Rating Pt.	Cost Per 1000 HH
Daytime (M-S):			
1982	703,092	$1714	$2.44
1983	717,905	2094	2.92
1984	722,326	2447	3.39
1985	732,211	2472	3.38
1986	739,414	2599	3.51
Early Evening (M-F):			
1982	703,092	$2029	$2.89
1983	717,905	2359	3.29
1984	722,326	2849	3.94
1985	732,211	2991	4.08
1986	739,414	3120	4.22
Early News (M-S):			
1982	703,092	$2509	$3.57
1983	717,905	3092	4.31
1984	722,326	3522	4.88
1985	732,211	3683	5.03
1986	739,414	3800	5.14
Access (M-F):			
1982	703,092	$2808	$3.99
1983	717,905	3203	4.46
1984	722,326	3938	5.45
1985	732,211	4551	6.22
1986	739,414	4692	6.35

Sources: SQAD, 1st Quarter each year (Costs)
A.C. Nielsen, NSI (Households)

SPOT TELEVISION COST AND CPM TRENDS
Top 100 Markets/30 Second Commercial

	Households Per Rating Pt.	Cost Per HH Rating Pt.	Cost Per 1000 HH
Nighttime (M-S):			
1982	703,092	$5244	$7.46
1983	717,905	5813	8.10
1984	722,326	6786	9.39
1985	732,211	7052	9.63
1986	739,414	7297	9.87
Late News (M-S):			
1982	703,092	$3757	$5.34
1983	717,905	4452	6.20
1984	722,326	5073	7.02
1985	732,211	5298	7.24
1986	739,414	5601	7.57
Late Night (M-S):			
1982	703,092	$2882	$4.10
1983	717,905	3397	4.73
1984	722,326	3940	5.45
1985	732,211	3961	5.41
1986	739,414	4131	5.59

Sources: SQAD, 1st Quarter each year (Costs)
A.C. Nielsen, NSI (Households)

MAGAZINE ADVERTISING COST ANALYSIS

	Combined Circulation (Thousand)	Combined Page Rate		Cost Per Page Per Thousand	
		Black & White	Four-Color	B & W	Four-Color
1961	129,624	$ 521,974	$ 717,374	$4.03	$ 5.53
1962	134,020	555,685	758,377	4.15	5.66
1963	137,978	568,610	775,372	4.12	5.62
1964	141,473	578,724	803,539	4.09	5.68
1965	147,080	595,143	826,879	4.05	5.62
1966	151,786	616,084	860,740	4.06	5.67
1967	156,679	635,471	887,383	4.06	5.66
1968	160,576	659,293	917,668	4.11	5.71
1969	158,510	675,018	930,627	4.26	5.87
1970	160,848	695,674	961,293	4.33	5.98
1971	159,131	692,397	958,292	4.35	6.02
1972	155,738	678,665	934,180	4.36	6.00
1973	156,971	679,836	930,286	4.33	5.93
1974	158,978	714,535	976,630	4.49	6.14
1975	155,674	754,298	1,031,318	4.85	6.62
1976	156,816	775,337	1,061,126	4.94	6.77
1977	155,129	824,443	1,142,234	5.32	7.36
1978	154,997	908,735	1,247,793	5.86	8.05
1979	155,177	986,848	1,350,364	6.36	8.70
1980	155,130	1,097,861	1,508,088	7.08	9.72
1981	153,763	1,215,085	1,665,926	7.90	10.83
1982	151,366	1,329,932	1,815,461	8.79	11.99
1983	149,852	1,429,357	1,944,815	9.54	12.98
1984	148,150	1,525,433	2,078,618	10.29	14.03
1985*	148,000	1,635,000	2,225,000	11.05	15.04

Source: Magazine Publishers Association, Inc.
Based on the circulation and rates for the 50 leading magazines in advertising revenue for each year.

*Preliminary TvB estimates

DAILY NEWSPAPERS IN THE U.S.
Circulation, Costs & Cost Per 1000's

	Total Daily Circulation (000)	Cost 1000 Lines Each Daily	Cost Per 1000 Circulation
1950	53,829	$188,380	$ 3.50
1951	54,018	200,810	3.72
1952	53,951	209,404	3.88
1953	54,472	214,639	3.94
1954	55,072	219,625	3.99
1955	56,147	229,788	4.09
1956	57,102	236,781	4.15
1957	57,805	253,624	4.39
1958	57,418	264,700	4.61
1959	58,300	271,436	4.66
1960	58,882	279,603	4.75
1961	59,261	288,058	4.86
1962	59,849	300,424	5.02
1963	58,905	299,213	5.08
1964	60,412	308,060	5.10
1965	60,358	312,112	5.17
1966	61,397	334,398	5.45
1967	61,561	337,987	5.49
1968	62,535	352,394	5.64
1969	62,060	370,198	5.97
1970	62,108	391,324	6.30
1971	62,231	406,409	6.53
1972	62,510	419,566	6.71
1973	63,147	446,659	7.07
1974	61,877	508,076	8.21
1975	60,655	561,785	9.26
1976	60,977	620,296	10.17
1977	61,495	655,421	10.66
1978	61,990	743,658	12.00
1979	62,223	802,007	12.89
1980	62,202	899,706	14.46
1981	61,431	968,723	15.77
1982	62,487	1,091,239	17.46
1983	62,645	1,198,680	19.13
1984	63,082	1,314,000	20.83
1985*	64,300	1,415,000	22.01

Source: Editor & Publisher's International Yearbook
*Preliminary TvB estimates

SUNDAY NEWSPAPERS IN THE U.S.
Circulation, Costs & Cost Per 1000's

	Total Daily Circulation (000)	Cost 1000 Lines Each Daily	Cost Per 1000 Circulation
1950	46,582	$123,540	$2.65
1951	46,279	129,827	2.81
1952	46,210	136,665	2.96
1953	45,949	139,811	3.04
1954	46,176	140,556	3.04
1955	46,448	147,720	3.18
1956	47,162	148,931	3.16
1957	47,044	161,180	3.43
1958	46,955	167,595	3.57
1959	47,848	167,794	3.51
1960	47,699	170,002	3.56
1961	48,216	174,927	3.63
1962	48,888	180,127	3.68
1963	46,830	177,466	3.79
1964	48,383	182,394	3.77
1965	48,600	182,559	3.76
1966	49,282	190,236	3.86
1967	49,224	198,214	4.03
1968	49,693	207,394	4.17
1969	49,675	219,068	4.41
1970	49,217	230,246	4.68
1971	49,665	238,326	4.80
1972	50,001	249,876	5.00
1973	51,717	273,001	5.28
1974	51,679	318,968	6.17
1975	51,096	358,745	7.02
1976	51,565	388,102	7.53
1977	52,429	432,767	8.25
1978	53,990	498,785	9.24
1979	54,380	563,389	10.36
1980	54,676	647,179	11.84
1981	55,180	770,890	13.97
1982	56,261	864,587	15.37
1983	56,747	972,321	17.13
1984	57,574	1,054,000	18.31
1985*	58,300	1,125,000	19.30

Source: Editor & Publisher's International Yearbook
*Preliminary TvB estimates

DAILY NEWSPAPERS PER HOUSEHOLD

	Total U.S. Households (000)	Total Daily Newspapers Circulation (000)	Daily Newspapers Per Household
1950	43,000	53,829	1.25
1951	43,890	54,018	1.23
1952	44,760	53,951	1.21
1953	45,640	54,472	1.19
1954	46,660	55,072	1.18
1955	47,620	56,147	1.18
1956	48,600	57,102	1.17
1957	49,500	57,805	1.17
1958	50,370	57,418	1.14
1959	51,150	58,300	1.14
1960	52,500	58,882	1.12
1961	53,170	59,261	1.11
1962	54,300	59,849	1.10
1963	55,100	58,905	1.07
1964	55,900	60,412	1.08
1965	56,900	60,358	1.06
1966	57,900	61,397	1.06
1967	58,900	61,561	1.05
1968	59,900	62,535	1.04
1969	61,300	62,060	1.01
1970	61,410	62,108	1.01
1971	62,910	62,231	.99
1972	64,850	62,510	.96
1973	67,210	63,147	.94
1974	68,310	61,877	.91
1975	70,520	60,655	.86
1976	71,460	60,977	.85
1977	73,100	61,495	.84
1978	74,700	61,990	.83
1979	76,240	62,223	.82
1980	77,900	62,202	.80
1981	81,480	61,431	.75
1982	83,120	62,487	.75
1983	84,940	62,645	.74
1984	85,430	63,082	.74
1985	86,530	64,300*	.74*

Sources: A.C. Nielsen, Editor & Publisher
*Preliminary TvB estimates

SUNDAY NEWSPAPERS PER HOUSEHOLD

	Total U.S. Households (000)	Total Sunday Newspapers Circulation (000)	Sunday Newspapers Per Household
1950	43,000	46,582	1.08
1951	43,890	46,279	1.05
1952	44,760	46,210	1.03
1953	45,640	45,949	1.01
1954	46,660	46,176	.99
1955	47,620	46,448	.98
1956	48,600	47,162	.97
1957	49,500	47,044	.95
1958	50,370	46,955	.93
1959	51,150	47,848	.94
1960	52,500	47,699	.91
1961	53,170	48,216	.91
1962	54,300	48,888	.90
1963	55,100	46,830	.85
1964	55,900	48,383	.87
1965	56,900	48,600	.85
1966	57,900	49,282	.85
1967	58,900	49,224	.84
1968	59,900	49,693	.83
1969	61,300	49,675	.81
1970	61,410	49,217	.80
1971	62,910	49,665	.79
1972	64,850	50,001	.77
1973	67,210	51,717	.77
1974	68,310	51,679	.76
1975	70,520	51,096	.72
1976	71,460	51,565	.72
1977	73,100	52,429	.72
1978	74,700	53,990	.72
1979	76,240	54,380	.71
1980	77,900	54,676	.70
1981	81,480	55,180	.68
1982	83,120	56,261	.68
1983	84,940	56,747	.67
1984	85,430	57,574	.67
1985	86,530	58,300*	.67*

Sources: A.C. Nielsen, Editor & Publisher
*Preliminary TvB estimates

NUMBER OF DAILY AND SUNDAY NEWSPAPERS

	Morning	Evening	Total M&E*	Sunday
1950	322	1,450	1,772	549
1951	319	1,454	1,773	543
1952	327	1,459	1,786	545
1953	327	1,458	1,785	544
1954	317	1,448	1,765	544
1955	316	1,454	1,760	541
1956	314	1,454	1,761	546
1957	309	1,453	1,755	544
1958	307	1,456	1,751	556
1959	306	1,455	1,755	564
1960	312	1,459	1,763	563
1961	312	1,458	1,761	558
1962	318	1,451	1,760	558
1963	311	1,453	1,754	550
1964	323	1,452	1,763	561
1965	320	1,444	1,751	562
1966	324	1,444	1,754	578
1967	327	1,438	1,749	573
1968	328	1,443	1,752	578
1969	333	1,443	1,758	585
1970	334	1,429	1,748	586
1971	339	1,425	1,749	590
1972	337	1,441	1,761	605
1973	343	1,451	1,774	634
1974	340	1,449	1,768	641
1975	339	1,436	1,756	639
1976	346	1,435	1,762	650
1977	352	1,435	1,766	668
1978	355	1,419	1,756	696
1979	382	1,405	1,763	720
1980	387	1,388	1,745	736
1981	408	1,352	1,730	755
1982	434	1,310	1,711	768
1983	446	1,284	1,701	772
1984	458	1,257	1,688	783
1985**	470	1,232	1,677	790

Source: Editor & Publisher Yearbook.
*"All Day" newspapers listed in both "Morning" and "Evening," buy only ONCE in the "Total M&E."
**Preliminary TvB estimate

RATIO OF ADVERTISING TO TOTAL CONTENT IN DAILY & SUNDAY NEWSPAPERS

	% Ad Content	% Other	% Total
1950	58.3	41.7	100.0
1951	59.3	40.7	100.0
1952	59.0	41.0	100.0
1953	59.4	40.6	100.0
1954	58.9	41.1	100.0
1955	60.7	39.3	100.0
1956	60.8	39.2	100.0
1957	59.9	40.1	100.0
1958	58.7	40.3	100.0
1959	59.5	40.5	100.0
1960	59.4	40.6	100.0
1961	58.7	41.3	100.0
1962	59.2	40.8	100.0
1963	59.3	40.7	100.0
1964	59.7	40.3	100.0
1965	60.5	39.5	100.0
1966	61.7	38.3	100.0
1967	61.2	38.8	100.0
1968	61.9	38.1	100.0
1969	62.0	38.0	100.0
1970	61.5	38.5	100.0
1971	62.6	37.4	100.0
1972	64.4	35.6	100.0
1973	65.5	34.5	100.0
1974	65.6	34.4	100.0
1975	64.0	36.0	100.0
1976	63.5	36.5	100.0
1977	63.1	36.9	100.0
1978	63.4	36.6	100.0
1979	63.7	36.3	100.0
1980	62.6	37.4	100.0
1981	62.3	37.7	100.0
1982	62.2	37.8	100.0
1983	62.5	37.5	100.0
1984	63.0	37.0	100.0
1985	62.8	37.2	100.0

Sources: Media Records